Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

What is claimed is:

1. (original) A display module for an illuminated display device, the display module comprising:

a flexible, non-self-supporting, at least substantially translucent sheet;

a plurality of spaced apart, horizontally disposed divider members positioned on one side of said sheet and each of said divider members being;

a retaining structure on each of said divider members for retaining portions of display members in a predetermined position;

each of said divider members held in place over said sheet by a corresponding one of a plurality of retention members, secured over said sheet in fixed relation on a side of said sheet opposite to the side on which said divider members are located;

a plurality of display members positioned between spaced apart sets of said divider members, said display members having translucent portions.

2. (original) The display module of claim 1 wherein said divider members are individually removable.

3. (original) The display module of claim 1 wherein said flexible non-self-supporting sheet is transparent.

4. (original) The display module of claim 1 wherein said retaining structure on each of said divider members comprises a longitudinally extending rib on each of said divider members.

5. (original) The display module of claim 1 wherein said divider members being held in place by mating male and female connection members associated with said divider members and said retention members.

6. (original) The display module of claim 1 wherein individual ones of said divider members and said display members can be removed and replaced in said opposed retention members.

7. (original) The display module of claim 1 wherein said display members are flexible.

8. (original) The display module of claim 4 wherein each of said retention members has a plurality of spaced-apart apertures each defining a female connection member adapted to be engageable with one of a corresponding opposed plurality of male connection members carried by said divider members, said corresponding one of a male connection member opposed to said female connection member on said

retention member and located on the opposite side of said flexible non-self-supporting sheet from the side on which said retention member is located.

9. (original) The display module of claim 1 wherein each of said divider members defines, with an opposed portion of said sheet, an opposed pair of longitudinally extending channels in each of said divider members.

10. (original) The display module of claim 5 wherein each of the male connection portions extend through a corresponding aperture located in said sheet, and extend from one side of the sheet to the other side of the sheet.

11. (original) The display module of claim 1 wherein each said retention member is secured to said sheet by cooperation of said retention member and a respective one of said divider members, with the sheet located between said retention members and said divider members.

12. (original) A display module for an illuminated display device, the display module comprising:

a flexible, non-self-supporting, at least substantially translucent sheet;

a plurality of spaced apart horizontally disposed divider members positioned on one side of said sheet in fixed relation for retaining display members adjacent the sheet.

13. (currently amended) The display module of claim 12 further comprising a plurality of opposed, horizontally disposed ~~retainer~~ retention members positioned on the side of said sheet opposite the side on which said divider members are located and each of said ~~retainer~~ retention members cooperating with said divider members to hold in place the respective ones of said divider members and retention members.

14. (original) The display module of claim 13 further comprising a pair of opposed longitudinally extending channels in each of said divider members formed by cooperation of said divider members and said sheet for securing portions of display members.

15. (original) The display module of claim 14 further comprising a plurality of display members positioned between opposed sets of said channels, said display members having translucent portions.

16. (original) The display module of claim 15 wherein said divider members and said display members can be removed and replaced in said opposed relation to said retention members.

17. (original) The display module of claim 12 wherein said divider members are individually removable.

18. (original) The display module of claim 12 wherein said sheet is transparent.

19. (currently amended) The display module of claim ~~12~~13 wherein said divider members ~~being~~ are held in place by mating male and female connection members associated with said divider members and said retention members.

20. (currently amended) The display module of claim ~~12~~ 19 wherein individual ones of said divider members and said display members can be removed and replaced in said opposed retention members.

21. (original) The display module of claim 19 wherein each of the male connection members extend through a corresponding aperture located in said sheet, and extend from one side of the sheet to the other side of the sheet.

22. (currently amended) The display module of claim ~~12~~ 13 wherein each said retention member is secured to said sheet by cooperation of said retention member and a respective one of said divider members, with the sheet located between said retention members and said divider members.

23. (original) An illuminated display device comprising:

a housing having an opening;

at least one lighting source positioned inside the housing for projecting light through the opening;

at least one display module removably disposed within the opening in the housing, the display module comprising:

a flexible, non-self-supporting, at least substantially translucent sheet;

a plurality of spaced apart horizontally disposed divider members positioned on one side of said sheet in fixed relation for retaining display members adjacent the sheet.

24. (currently amended) The display device of claim 23 further comprising a plurality of opposed, horizontally disposed ~~retainer~~ retention members positioned on the side of said sheet opposite the side on which said divider members are located and each of said ~~retainer~~ retention members cooperating with said divider members to hold in place the respective ones of said divider members and retention members.

25. (original) The display device of claim 24 further comprising a pair of opposed longitudinally extending channels in each of said divider members formed by cooperation of said divider members and said sheet for securing portions of display members.

26. (original) The display device of claim 25 further comprising a plurality of display members positioned between opposed sets of said channels, said display members having translucent portions.

27. (original) The display device of claim 26 wherein said divider members and said display members can be removed and replaced in said opposed retention members.

28. (currently amended) The display device of claim ~~23~~ 24 wherein said divider members ~~being~~ are held in place by mating male and female connection members associated with said divider members and said retention members.

29. (currently amended) The display device of claim ~~23~~ 28 wherein said panel is transparent.

30. (currently amended) The display device of claim ~~23~~ 28 wherein individual ones of said divider members and said display members can be removed and replaced in said opposed retention members.

31. (currently amended) The display device of claim 30 wherein each of the male connection portions ~~extend~~ extends through a corresponding aperture located in said sheet, and ~~extend~~ extends from one side of the sheet to the other side of the sheet.

32. (original) A method of assembling a display module comprising:

securing together a plurality of opposed pairs of retention members and divider members and on opposite sides of a flexible non-self-supporting at least substantially translucent sheet in fixed relation and horizontally arrayed;

positioning in a retaining relationship a plurality of display members between opposed sets of divider members, said display members having translucent portions.

33. (original) The method of claim 32 wherein said positioning comprises positioning portions of said display members in longitudinally extending channels located between said divider members and opposed portions of said flexible sheet.

34. (new) The display device of claim 31 wherein the transparent sheet can be folded into two substantially parallel portions within the display device.